

11th Annual Content Analysis in Organizational Research: Techniques and Applications

Part I – Introduction to Content Analysis

AOM – Boston

August 9, 2019 - 1:45 pm – 3:15 pm

Primary Sponsor: MOC

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Organizers: Jason Kiley, Mike Pfarrer

Content Analysis Resources

<http://www.terry.uga.edu/contentanalysis>



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Content Analysis Website:

<http://www.terry.uga.edu/contentanalysis>

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Content and Textual Analysis

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What is *content analysis*?

Content analysis is a research technique used to make replicable and valid inferences by interpreting and coding textual material. By systematically evaluating texts (e.g., documents, oral communication, and graphics), qualitative data can be converted into quantitative data. Although the method has been used frequently in the social sciences, only recently has it become more prevalent among organizational scholars.

This site is offered as a resource by the Department of Management at the Terry College of Business, University of Georgia. Dr. Mike Pfarrer, professor at the Terry College, has published award-winning research using content analysis techniques, and he is co-organizer of an annual workshop on content analysis. If you'd like to learn more about content analysis, its applications for research, and its implications for business, please contact Dr. Pfarrer.

Research & Methodology

Learn more about scholars who utilize content analysis techniques and to see an overview of content analysis methodology.

[Learn More](#)

Workshops & Presentations

Researchers convene annually for a Content Analysis Professional Development Workshop in conjunction with the Academy of Management Annual Conference.

This year's conference will be held Friday, August 3, 2012 in Boston, MA.

[Learn More](#)

Resources & Publications

Learn more about content analysis resources on the Internet and to see a reference list of books and journal articles.

[Learn More](#)

Content Analysis in Organizational Research:

Part I—Content Analysis Presentations

- **Joseph Harrison**, Texas Christian University
 - *Language Tools and Validation*
- **Aaron McKenny**, University of Indiana
 - *Words Can Weight*
- **Laura Nelson**, Northeastern University
 - *Measuring Meaning in Big Data*
- **Tim Hubbard**, University of Notre Dame
 - *CATA Advances Using Machine and Deep Learning*

Content Analysis in Organizational Research: Techniques and Applications

Part II – Proposal Feedback

AOM – Boston

August 9, 2019 - 3:15 pm – 4:45 pm

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Roundtables

Table 1

Experts: Tim Hannigan, Jeremy Short

Authors: Andrea Lo Verso, Thomas Ngo

Table 2

Experts: Abbie Oliver, Joyce Wang

Authors: Harry Kuhn, Ninja Janardhanan

Table 3

Experts: Aaron McKenny, Danny Gamache

Authors: Philipp Becker, Matthias Schulz

Table 4

Experts: John Busenbark, Rhonda Reger,
Shane Reid

Authors: Jung Yoon Jang, Viktor Dörfler

Table 5

Experts: Jon Bundy, Mike Pfarrer

Authors: Stephen Smulowitz, Jung-Hoon Han

Table 6

Experts: Aaron Anglin, Miles Zachary, Tim
Hubbard

Authors: Connor Lubojacky, Brendan Boler

Table 7 (Code)

Experts: Laura Nelson, Jason Kiley, Joseph
Harrison

Authors: Jeremy Cox, Maximilian Weis